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Assistant Commissioner of Patents

Washington, DC 20231

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PROTEST UNDER 37 CFR 1.291(a)

Re: System and method for inserting advertising into user-selected web content

US File # 20020143628

Filed: July 27, 2001

Sirs:

Recently I found the above referenced patent filing and believe this filing has NOT issued in the U.S. The US File # is 20020143628

I am voicing an objection as a concerned third party and as a U.S. Citizen. The patent filing describes at great length an advertising delivery system using a database containing advertisements retained and maintained at the client level in cache or on disk (0005) (0025) in a client-server ad delivery system. (0006) (0017) This patent application relates to displaying advertising by matching voluntary user actions, i.e. viewer history and content (0026), user profiles acquired with or without viewer consent (0026) as triggers related to displaying advertising. Matching a trigger event in the "advertisement engine" (0022), makes a comparison with data in the remotely controlled and updated (0025) database and in the event a match is made, appropriate content or advertisement is displayed. This is referred to as "pull" advertising as a voluntary action on the part of a user interacts with a pre-established database and a targeted ad is displayed.

The abstract reads in part, "A system for inserting advertising into user-selected web content comprises a client engine and an advertising engine. The client engine is capable to aggregate user-selected content from multiple web pages into a file and to view files having aggregated content. The advertising engine is capable to displaying advertising whenever the client engine displays the aggregated content."

Relevant Claims are #1, 2, 4, 7, 8, 14 and others in which the inventor refers displaying ads stored at the client level and displaying them based on triggering events. Descriptive paragraphs occur in (0005) (0006) (0017) (0022) (0025) (0026) and others.

I am objecting to this patent application as it is neither novel nor unique. It is of particular note that no prior art was submitted nor does the Application include

references to systems that were commercially offered in 2001. The filers are correct that a targeted system based on user profiles, user history and voluntary user actions (which may be included in the demographic and psychographic profiles) (0026) actions is more accurate and excels in its ability to deliver "relevant" ads at the exact moment of interest. However, the filers did not include the following references:

1. US Patent 6,141,010 ... equivalent technology
2. Gator.com (recently changed to Claria.com) has been marketing such a system since 1998
3. WO9955066 (A1) or EP1076983 (A1) ... equivalent technology

There may be more prior art preceding the 7/27/2001 filing.

I believe the Examiner should look very closely at the Claim made and reject this Application that has been described in numerous prior art.

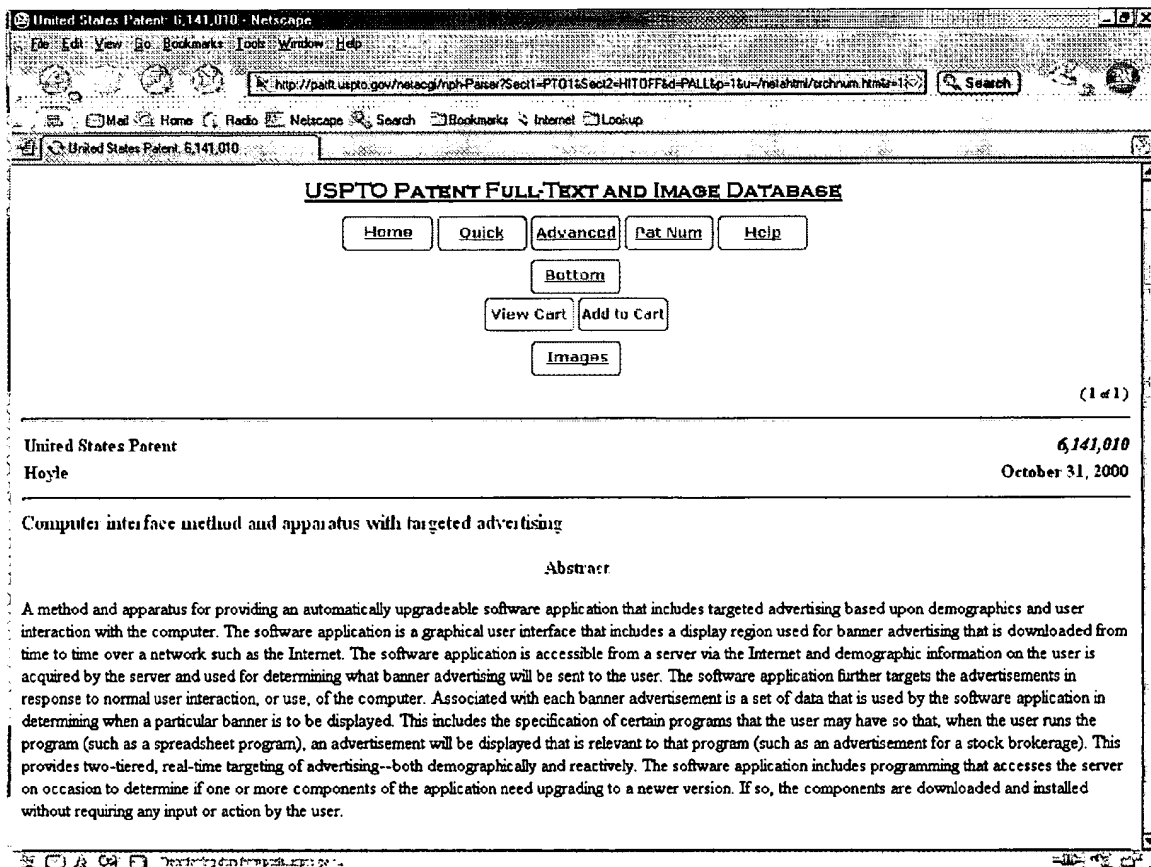
The screenshot shows a Netscape browser window with the address bar displaying a URL from esp@cenet.com. The page content includes a sidebar with navigation links like 'Advanced Search', 'Number Search', and 'Classification Search'. The main content area displays patent information for a document titled 'TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD'.

**TELEPHONE CALL MANAGEMENT SOFTWARE AND INTERNET MARKETING METHOD**

Bibliographic data	Description	Claims	INPADOC LEGAL status
<b>Patent number:</b> CA2328913 <b>Publication date:</b> 1999-10-28 <b>Inventor:</b> ZETMEIR KARL D (US) <b>Applicant:</b> ZETMEIR KARL D (US) <b>Classification:</b> - International: H04M3/00 - European: <b>Application number:</b> CA10002328913 10000414 <b>Priority number(s):</b> US19980002041 19980417; WO19990508102 19990414	<b>Also published as:</b> WO9955066 (A1) EP1076983 (A1)		

**Abstract of CA2328913**

A telephone call management computer program that provides both call management features and long distance savings for telephone consumers and marketing and advertising services for sponsor companies that wish to advertise to the consumer is disclosed. The call management program is initially stored on a host computer (12) and is then downloaded upon request to user computers (22) along with advertisement banners selected by the sponsor companies. When used, the program automatically front-loads a long distance carrier's PIC code in front of all long distance calls made from the user computers to permit consumers to automatically make long distance phone calls at discounted rates without memorizing numerous PIC codes and without continually shopping for the best long distance rate. The program also provides many enhanced telephone calling options and displays the banners and other advertising directly on the user computers (22) while the consumers use the program.



Claria - Corporate Overview - Overview - Netscape

File Edit View Go Bookmarks Tools Window Help

http://www.claria.com/companyinfo/ Search

Mail Home Radio Netscape Search Bookmarks Internet Lookup

Claria - Corporate Overview - Overview

# CLARIA

CORPORATE OVERVIEW

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## Overview

### ■ Claria Corporation Overview

Claria Corporation is the leader in online behavioral marketing, serving over 38 million consumers and more than 900 Advertisers – including over 60 Fortune 1000 companies. Claria publishes advertising messages for top tier companies and agencies to consumers who are part of the GAIN Network, Claria's network of over 38 million consumers who agree to receive advertising based on their actual online behavior.

Unlike traditional demographic targeting, Claria's behavioral marketing model combines powerful insights into consumer behavior and the ability to deliver contextually targeted messages. The relevancy of the messages drives click-through and conversion rates up to 40 times higher than traditional banner ads – boosting campaign results to unprecedented levels. The difference is Claria's deep insights into consumer online behavior. Claria allows advertisers to target consumers based on their individual needs and interests resulting in industry leading ROI, not mass demographically targeted Web site populations.

In addition to its advertising network, Claria provides marketing research and business insights through its Feedback Research division. Feedback Research delivers in-depth analytics of consumer Web usage patterns across the entire Internet that cannot be attained via any other research provider. It also provides full service custom marketing research to Fortune 1000 clients. With exclusive access to the GAIN Network's 38 million consumers, Feedback Research surveys hard to reach consumers, based on their individual online behavior, quickly and cost-effectively.

### ■ History

Claria was founded in 1998 as The Gator Corporation to deliver the promise of one-to-one marketing on the Internet. The guiding vision was to develop a massive consumer audience by offering valuable web/software content for free in exchange for the right to show highly targeted advertising based on consumers' anonymous surfing behavior. Launched in June 1999, the Gator eWallet was the company's first free ad-supported software product, and it quickly grew to become the most popular product in its category.

By November 1999, Claria had revolutionized the online advertising industry by introducing its contextual and behavioral relevant online advertising model. This new advertising method resulted in unparalleled ROI for advertisers.

Claria headquarters are located in Redwood City, California, with U.S. offices in Los Angeles, Chicago, New York, Detroit, Austin, and International offices in the U.K and Asia. Claria is backed by top-tier venture capitalists such as Greylock, Technology Crossover Ventures, U.S. Venture Partners, Investor AB and Correlation Capital.